

Report on the Council's participation in Intertextile Shanghai Apparel Fabrics & Yarn Expo, Shanghai, China from (20 to 23 October, 2014)

Introduction

In order to facilitate increasing India's export of cotton Yarn and Fabrics in the Chinese market, the Council organized a group participation of Members at Intertextile Shanghai Apparel Fabrics & Yarn Expo, Shanghai, China from 20 to 23 October 2014.

There were **40 exhibitors** at India Pavilion at '**Yarn Expo**' and **15 exhibitors** at India Pavilion in '**InterTextile Apparel Fabrics fair**', held concurrently at different Halls in the Shanghai New International Expo Centre, Pudong, Shanghai. This was one of the events supported by the Ministry of Commerce and Ministry of Textiles with MAI funding.

About Yarn Expo

Yarn Expo is held twice in a year in Shanghai, China exclusively for sourcing all types of Fibers and Yarns attracting importers from China, Taiwan, Hong Kong, Korea and other countries in the Region. Yarn Expo is held alongside "Intertextile Apparel Fabrics Fair" during every March and every October.

Exhibitors Profile: 133 exhibitors from 14 countries / region participated in the October 2014 edition of Yarn Expo. Exhibitors include suppliers from China (49), Bangladesh (2) Hong Kong (4), India (40), Indonesia (3), Iran (1), Korea (2), Pakistan (25), Seychelles (1), Singapore (2), Swiss (1), Thailand (1), Turkey (1) and Uzbek (1) presenting a variety of Yarns and Fibers.

In addition to the increased international presence, a number of leading Chinese suppliers also took part to explore trading opportunities.

Visitor Profile: It is reported that approximately 2500 visitors from 18 countries / regions visited the Fair to meet with their regular suppliers as well as to meet new suppliers of yarn and fibres. Manufacturers of knitwear / knitted fabrics, woven fabrics, hosiery and socks, accessories and home textiles and Agents visited the event looking for Yarns to suit various end uses.

Product groups: Natural fibres (cotton, wool, silk & flax/ramie), Man-made fibres (regenerated & synthetic), Specialty fibres, regular carded and combed cotton yarns, fancy yarns, blended yarns etc were on display.

India Pavilion at Yarn Expo (20 to 22 October 2014)

The Council organized a group participation of Members at Yarn Expo with 39 exhibitors of Yarns and Fibers. Most of the Indian exhibitors were focusing on the regular cotton yarns in the count range from 6s OE to super fine combed yarns and a few exhibiting blended and fancy yarns, attracting a large number of visitors to the India Pavilion. The Council had an information booth at the Fair. A large number importers and prospective importers visited the Council's info booth seeking information on export of cotton and cotton yarn from India.

About Inter Textile Apparel Fabrics Fair

A total of 3,800 exhibitors from 30 countries and regions took part at the Inter Textile Fair held at Shanghai New International Expo Centre from 20 – 23 October. The Fair attracted over 80,000 buyers from 98 countries and regions. Both domestic and overseas visitor numbers grew this year, reflecting the fair's status in the region. While the fair is well-attended by local buyers, it is also a key event for overseas brands who source from both Chinese and overseas suppliers.

Premium fabrics and accessories from Europe continue to be popular in China, and over 250 exhibitors of such products featured this year in **Salon Europe**. Within Salon Europe, the **Milano Unica Pavilion** housed 130 high-end Italian fabrics and accessories firms. Also in **Salon Europe** was the Premium Wool Zone which featured high-end British and French suppliers, and reflected another growing sector within the domestic textile industry. Reflecting other trends in the domestic market, functional fabrics and accessories were key focuses of the fair as well.

Foreign exhibitors / National pavilions at InterTextil Fair:

Pavilions from Germany, India, Indonesia, Japan, Korea, Portugal, Taiwan, Thailand and Turkey, as well as the Pakistan zone

For ease of navigation, the 10 domestic halls (E1 – E5, N1 – N3 and W4 – W5) are arranged by product end-use, such as: Casual wear and denim; Functional wear and sportswear; Ladieswear; Shirts; Suitings.

India Pavilion at Inter Textile Apparel Fabrics Fair 20 to 23 Oct 2014

The Council organized an India Pavilion at this Fair, in which 15 exhibitors participated showcasing all types of fabrics, including cotton grey, embroidery, prints, yarn dyed, shirting, suiting, dress material, blended fabrics, functional fabrics, fabrics for Home Textiles etc.

A large number of trade enquiries were received from importers as well as prospective importers from China and other countries.

Fringe Programs

More than just a fair for textiles, Intertextile Shanghai Apparel Fabrics featured a comprehensive fringe programs comprising fashion shows, trend forums, seminars and more. In an Awards ceremony and gala dinner meet held on 20th October, to celebrate 20th anniversary of InterTextile Fair, the Council was also presented with an Award for 'Outstanding Supporting Organization for InterTextile Fair'.

Round Table Meeting

To commemorate 20th anniversary of InterTextile Fair, a Round Table Meeting was held on 21st October in which representatives from India, China and Taiwan participated to exchange views on present manufacturing scenario in world textile producing countries and future prospects for

investments and consolidation of textile and clothing manufacturing in the major producing countries.

Shri. RK Dalmia, Chairman, Texprocil delivered a presentation at this meet which was well received by the participants. In his presentation, Shri RK Dalmia has summarized conducive investment climate in India in the present 'Make in India' campaign; inherent advantages of textile manufacturing in India and invited investments from the Chinese enterprises.

Publicity for participation of Indian exhibitors

A wide pre event publicity as well as at the Fair promotional efforts were undertaken to showcase the presence of a large number of Indian exhibitors. Publicity included:

- Pre event Email blasts by the Fair Organisers to more than 20,000 companies in China and other countries in the Region highlighting the participation of Indian Companies through TEXPROCIL.
- E-mail invites with brief profile of each of the participating members sent to all known importers in the Region.
- Distribution of booklet containing profile of exhibitors in the India Pavilion, to all the visitors at the Council's info booth.
- Enhanced booth design highlighting India Pavilion.

Feedback from the Indian Exhibitors

- It is reported that quality and number of visitors to the Fair was good.
- Several Chinese weaving and knitting companies (manufacturers) visited India pavilion looking for direct import.
- It was reported that almost all the Indian exhibitors booked orders at the Fair. However, there is a pressure on prices.

Conclusion

- ❖ 'Brand India promoted by Texprocil' at "Yarn Expo" & "InterTextile" Fairs was well appreciated by the visitors as well as participants from other countries.
- ❖ There is an increasing demand for cotton yarn (less than 40s count) as well as grey cotton fabrics in China. However, buyers were looking for very competitive price levels.

As China is moving towards spinning finer count yarns, in order to meet the huge demand in the domestic market in the count group 16s to 40s, China will continue to be a net importer of these counts in coming years.

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